

Rep Order#	6865721	Ver#	3	Status	Revised	Traffic Order#	10/22/2012 5:33 PM	Printed:	1 of 14
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Last Received: 10/22/2012 1:04 PM

Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AMER 4 JOB SECURITY
Product AMERICANS FOR JOB SE
Estimate# 1251
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 13/141/1251
Flight Dates 10/23/2012 - 11/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

$$S^* = S$$

--- REMARKS ---

VER 3 ISSUE CXL INS 1,3,5,7,10,12,14,16,19,21,23,25,28,30,
32,34-35,37,39,41,44,46,48,50,54,61 AND 66
REVISE RATE IN INS 2,4,6,8-9,11,13,15,17-18,20,22,24,26-27,
29,31,33,36,38,40,42-43,45,47,49,51-53,55-60,62-65 AND 67
TOTAL REMAINS 82,200
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TU	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/23-10/23	0	0	0	\$0.00	
Rating: 6.3												
Buyline Comment: CXL DUE NA												
Sales Remark: V3 CXL DUE NA												
V3 More than 2 codes changed												
	*2	W	6A-7A	WAVY NEWS-6A	:30	\$4,000.00	10/24-10/24	1	1	1	\$4,000.00	
Rating: 6.3												
Buyline Comment: REVISE RATE TO CLEAR												
Sales Remark: V3 REVISE RATE TO CLEAR												
V3 More than 2 codes changed												
	*3	TH	6A-7A	WAVY NEWS-6A	:30	\$2,000.00	10/25-10/25	0	0	0	\$0.00	
Rating: 6.3												
Buyline Comment: CXL DUE NA												
Sales Remark: V3 CXL DUE NA												
V3 More than 2 codes changed												

EC'd Yes Last Received: 10/22/2012 1:04 PM Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm () PHILADELPHIA
Advertiser () AMER 4 JOB SECURITY 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product AMERICANS FOR JOB SE ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1251 Agency C/P1/P2/E 13/141/1251
Buyer Noelle Ramsey Flight Dates 10/23/2012 - 11/01/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*4 F 6A-7A WAVY NEWS-6A :30 \$4,000.00 10/26-10/26 1 1 1 \$4,000.00
Rating: 6.3
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*5 M 6A-7A WAVY NEWS-6A :30 \$2,000.00 10/29-10/29 0 0 0 \$0.00
Rating: 6.3
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*6 TU 6A-7A WAVY NEWS-6A :30 \$4,000.00 10/30-10/30 1 1 1 \$4,000.00
Rating: 6.3
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*7 W 6A-7A WAVY NEWS-6A :30 \$2,000.00 10/31-10/31 0 0 0 \$0.00
Rating: 6.3
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*8 TH 6A-7A WAVY NEWS-6A :30 \$4,000.00 11/01-11/01 1 1 1 \$4,000.00
Rating: 6.3
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*9 TU 7A-9A TODAY SHW :30 \$3,000.00 10/23-10/23 1 1 1 \$3,000.00
Rating: 6.7
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

Rep Order# 6865721 Ver# 3 Status Revised Traffic Order# Printed: 10/22/2012 5:33 PM 3 of 14

EC'd Yes Last Received: 10/22/2012 1:04 PM

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Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*10	W	7A-9A	TODAY SHW	:30	\$2,000.00	10/24-10/24	0	0	0	0	\$0.00	
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Rating: 6.7

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*11	TH	7A-9A	TODAY SHW	:30	\$3,000.00	10/25-10/25	1	1	1	1	\$3,000.00	
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Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*12	F	7A-9A	TODAY SHW	:30	\$2,000.00	10/26-10/26	0	0	0	0	\$0.00	
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Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*13	M	7A-9A	TODAY SHW	:30	\$3,000.00	10/29-10/29	1	1	1	1	\$3,000.00	
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Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*14	TU	7A-9A	TODAY SHW	:30	\$2,000.00	10/30-10/30	0	0	0	0	\$0.00	
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Rating: 6.7

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

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Flight Dates 10/23/2012 - 11/01/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*15	W	7A-9A	TODAY SHW	:30	\$3,000.00	10/31-10/31	1	1	1	\$3,000.00	

Rating: 6.7

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*16	TH	7A-9A	TODAY SHW	:30	\$2,000.00	11/01-11/01	0	0	0	\$0.00	
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Rating: 6.7

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*17	SA	7A-8A	WAVY NWS SAT7A	:30	\$1,500.00	10/27-10/27	1	1	1	\$1,500.00	
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Rating: 5.5

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*18	SU	6A-7A	WAVY NWS SUN6A	:30	\$1,000.00	10/28-10/28	1	1	1	\$1,000.00	
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Rating: 4.1

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*19	TU	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/23-10/23	0	0	0	\$0.00	
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Rating: 2.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*20	W	10A-11A	TODAY SHW3-NBC	:30	\$1,000.00	10/24-10/24	1	1	1	\$1,000.00	
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Rating: 2.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

Last Received: 10/22/2012 1:04 PM

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Estimate# 1251
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 13/141/1251
Flight Dates 10/23/2012 - 11/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*21	TH	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/25-10/25	0	0	0	\$0.00
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Rating: 2.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*22	F	10A-11A	TODAY SHW3-NBC	:30	\$1,000.00	10/26-10/26	1	1	1	\$1,000.00
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Rating: 2.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*23	M	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/29-10/29	0	0	0	\$0.00
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Rating: 2.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*24	TU	10A-11A	TODAY SHW3-NBC	:30	\$1,000.00	10/30-10/30	1	1	1	\$1,000.00
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Rating: 2.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*25	W	10A-11A	TODAY SHW3-NBC	:30	\$400.00	10/31-10/31	0	0	0	\$0.00
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Rating: 2.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

EC'd Yes Last Received: 10/22/2012 1:04 PM Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm () PHILADELPHIA
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Buyer Noelle Ramsey Flight Dates 10/23/2012 - 11/01/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*26	TH	10A-11A	TODAY SHW3-NBC	:30	\$1,000.00	11/01-11/01	1	1	1	\$1,000.00	

Rating: 2.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*27	TU	2P-3P	DOCTORS<	:30	\$300.00	10/23-10/23	1	1	1	\$300.00
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Rating: 1.0

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*28	W	2P-3P	DOCTORS<	:30	\$200.00	10/24-10/24	0	0	0	\$0.00
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Rating: 1.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*29	TH	2P-3P	DOCTORS<	:30	\$300.00	10/25-10/25	1	1	1	\$300.00
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Rating: 1.0

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*30	F	2P-3P	DOCTORS<	:30	\$200.00	10/26-10/26	0	0	0	\$0.00
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Rating: 1.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*31	M	2P-3P	DOCTORS<	:30	\$300.00	10/29-10/29	1	1	1	\$300.00
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Rating: 1.0

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

Rep Order# 6865721 Ver# 3 Status Revised Traffic Order# Printed: 10/22/2012 5:33 PM 7 of 14

EC'd Yes Last Received: 10/22/2012 1:04 PM

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*32	TU	2P-3P	DOCTORS<	:30	\$200.00	10/30-10/30	0	0	0	\$0.00	
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Rating: 1.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*33	W	2P-3P	DOCTORS<	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
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Rating: 1.0

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

	*34	TH	2P-3P	DOCTORS<	:30	\$200.00	11/01-11/01	0	0	0	\$0.00	
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Rating: 1.0

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*35	TU	3P-4P	MAURY POVICH<	:30	\$450.00	10/23-10/23	0	0	0	\$0.00	
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Rating: 2.1

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

	*36	W	3P-4P	MAURY POVICH<	:30	\$500.00	10/24-10/24	1	1	1	\$500.00	
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Rating: 2.1

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

EC'd Yes
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	*37	TH	3P-4P	MAURY POVICH<	:30	\$450.00	10/25-10/25	0	0	0	\$0.00	
Rating: 2.1												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed
Rating: 2.1

	*38	F	3P-4P	MAURY POVICH<	:30	\$500.00	10/26-10/26	1	1	1	\$500.00	
Rating: 2.1												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed
Rating: 2.1

	*39	M	3P-4P	MAURY POVICH<	:30	\$450.00	10/29-10/29	0	0	0	\$0.00	
Rating: 2.1												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed
Rating: 2.1

	*40	TU	3P-4P	MAURY POVICH<	:30	\$500.00	10/30-10/30	1	1	1	\$500.00	
Rating: 2.1												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed
Rating: 2.1

	*41	W	3P-4P	MAURY POVICH<	:30	\$450.00	10/31-10/31	0	0	0	\$0.00	
Rating: 2.1												

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed
Rating: 2.1

	*42	TH	3P-4P	MAURY POVICH<	:30	\$500.00	11/01-11/01	1	1	1	\$500.00	
Rating: 2.1												

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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*43 TU 530P-6P WAVY10NWS-5.30<
Rating: 5.8
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*44 W 530P-6P WAVY10NWS-5.30<
Rating: 5.8
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*45 TH 530P-6P WAVY10NWS-5.30<
Rating: 5.8
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*46 F 530P-6P WAVY10NWS-5.30<
Rating: 5.8
Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*47 M 530P-6P WAVY10NWS-5.30<
Rating: 5.8
Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

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Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

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*48 TU 530P-6P WAVY10NWS-5.30< :30 \$1,500.00 10/30-10/30 0 0 0 \$0.00
Rating: 5.8

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*49 W 530P-6P WAVY10NWS-5.30< :30 \$2,500.00 10/31-10/31 1 1 1 \$2,500.00
Rating: 5.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*50 TH 530P-6P WAVY10NWS-5.30< :30 \$1,500.00 11/01-11/01 0 0 0 \$0.00
Rating: 5.8

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*51 TU 6P-630P WAVY NEWS10-6< :30 \$3,000.00 10/23-10/23 1 1 1 \$3,000.00
Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*52 W 6P-630P WAVY NEWS10-6< :30 \$3,000.00 10/24-10/24 1 1 1 \$3,000.00
Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*53 TH 6P-630P WAVY NEWS10-6< :30 \$3,000.00 10/25-10/25 1 1 1 \$3,000.00
Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

Station WAVY-TV NORFOLK, VA.
Advertiser () AMER 4 JOB SECURITY
Product AMERICANS FOR JOB SE
Estimate# 1251
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 13/141/1251
Flight Dates 10/23/2012 - 11/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*54 F 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*55 M 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*56 TU 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*57 W 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*58 TH 6P-630P WAVY NEWS10-6<

Rating: 7.6

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

EC'd Yes Last Received: 10/22/2012 1:04 PM Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMER 4 JOB SECURITY 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product AMERICANS FOR JOB SE ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1251 Agency C/P1/P2/E 13/141/1251
Buyer Noelle Ramsey Flight Dates 10/23/2012 - 11/01/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*59	SU	6P-7P	WAVY NW10 SUN1	:30	\$1,500.00	10/28-10/28	1	1	1	\$1,500.00	

Rating: 3.2

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*60	TU	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	10/23-10/23	1	1	1	\$2,000.00	
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Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*61	W	7P-730P	ENT TONIGHT 30<	:30	\$1,500.00	10/24-10/24	0	0	0	\$0.00	
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Rating: 4.8

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*62	TH	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	10/25-10/25	1	1	1	\$2,000.00	
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Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*63	F	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	10/26-10/26	1	1	1	\$2,000.00	
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Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*64	M	7P-730P	ENT TONIGHT 30<	:30	\$2,000.00	10/29-10/29	1	1	1	\$2,000.00	
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Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

EC'd Yes Last Received: 10/22/2012 1:04 PM Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm) PHILADELPHIA
Advertiser () AMER 4 JOB SECURITY 66 CANAL CENTER PLAZA, SUITE 555 Sales Office ()
Product AMERICANS FOR JOB SE ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 1251 Agency C/P1/P2/E 13/141/1251
Buyer Noelle Ramsey Flight Dates 10/23/2012 - 11/01/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*65 TU 7P-730P ENT TONIGHT 30< :30 \$2,000.00 10/30-10/30 1 1 1 \$2,000.00
Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

*66 W 7P-730P ENT TONIGHT 30< :30 \$1,500.00 10/31-10/31 0 0 0 \$0.00
Rating: 4.8

Buyline Comment: CXL DUE NA
Sales Remark: V3 CXL DUE NA
V3 More than 2 codes changed

*67 TH 7P-730P ENT TONIGHT 30< :30 \$2,000.00 11/01-11/01 1 1 1 \$2,000.00
Rating: 4.8

Buyline Comment: REVISE RATE TO CLEAR
Sales Remark: V3 REVISE RATE TO CLEAR
V3 More than 2 codes changed

---REPORT TOTALS---

Report Totals: 40 / \$82,200.00

---SALES MONTHLY TOTALS---

Oct 12: 21 / \$41,600.00 Nov 12: 19 / \$40,600.00
Sales Totals: 40 / \$82,200.00
Station Totals: 40 / \$82,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$293,571 CATV 0% WAVY 28% WGNT 2% WPXV 0% WTKR 27%
WTVZ 3% WVBT 5% WVEC 35%

---COMPETITIVE COMMENTS---

EC'd Yes Last Received: 10/22/2012 1:04 PM Showing Buylines: All Rep Revised Lines

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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE